SONY

It's so simple with Sony's Digital Signage

BKM-FW50

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A technology guide

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Why digital signage?

Digital signage is a powerful way of getting your message across to consumers. Whether you are selling a service or a product, digital signage provides the advantages of DVD quality video, high-quality colour still images and sound to captivate your audience.

The current problem with digital signage today.

Too expensive, too difficult. This is in short the problems that adopters of digital signage face. While big departmental stores, corporations and airports have the resources to make effective use of this technology, smaller retail and service sectors have yet been able to benefit from the power of digital signage.

Chapter 1

Introducing the simple yet powerful Sony's Digital Signage Solution – the BKM-FW50 Streaming Receiver Adapter

Sony introduces a simple Digital Signage Solution – the BKM-FW50. It is an IP addressable Streaming Receiver Adapter that is compatible with Sony's current flat panel displays through the individual common interface of an option slot.

Therefore, it is easy to display still images and videos at any location!

The BKM-FW50 is a solution that will make it easy and affordable for small businesses to promote their goods and services with the dynamism of video and still images.

Sony Digital Signage Solution (BKM-FW50) offers –

Low Total Cost of Ownership – affordable to buy, affordable to run.

Playback – still images, MPEG-2 video files and MP3 audio files.

Play Direct – update data at the panel itself without hassle and easy maintenance with the Compact Flash card slot.

Stream Direct – easy to change data from PC, so your displays are always up to date with the Ethernet access.

Control Direct – remote access and control from your PC.

Digital Signage Applications

For example:

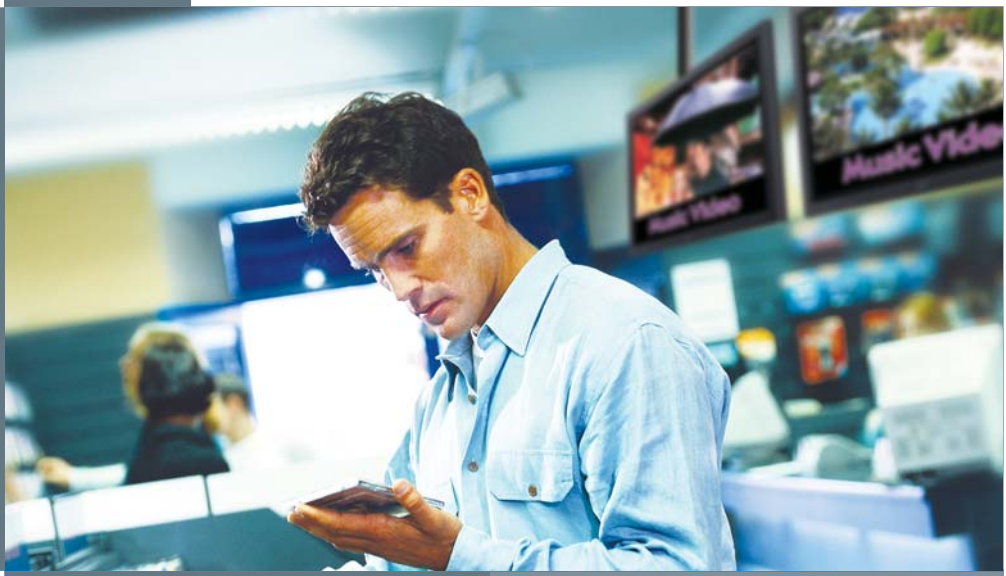
- Food and Beverage Display
- Retail Outlets
- Information Display

Chapter 2

Play Direct – Sony makes it easy without running a network

What is Play Direct?

For businesses with a non-network computing infrastructure, there are two ways to display your messages. Either connect your PC directly to the BKM-FW50 and copy the files from your PC to the Compact Flash card or change the information directly on the Compact Flash card independently on the PC.



Advantages of Play Direct

- Fast, easy setup.
- No IP addresses to figure out, no network infrastructure to support, information stored via the Compact Flash card.
- Timer-based operation, just set and forget.

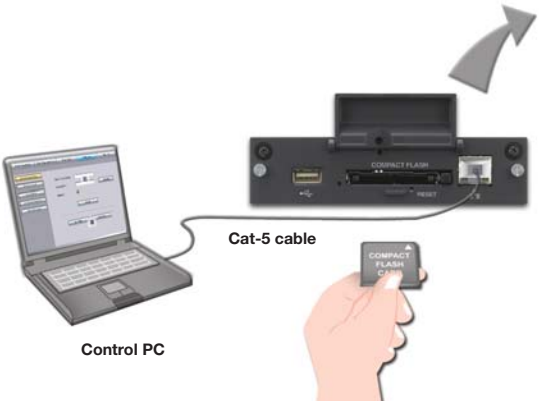
Who are the target customers for Play Direct?

For example:

- Small fashion boutiques
- Lifestyle shops (i.e. manicure palours, spas, etc)
- Small retail outlets (i.e. toy shops, hardware shops, etc)

Play Direct Setup

Sony's Flat Panel Display



What do I need?

- Sony's Flat Panel Display
- BKM-FW50 Streaming Receiver Adapter
- A Windows PC
- Web Browser
- Cat-5 cross cable
- A Compact Flash card or Compact Flash card adapter for other memory cards

How do I set up?

Setting up your images for display using the Compact Flash card

Digital camera

Sony's Flat Panel Display

BKM-FW50

Compact Flash card

Play Direct – displaying images directly from a digital still camera

- The BKM-FW50 is able to display images shot with any digital camera instantly.
- Simply slot-in the Compact Flash card and display.
- Third party Compact Flash memory media adapters for other types of memory cards are available for various digital still cameras.

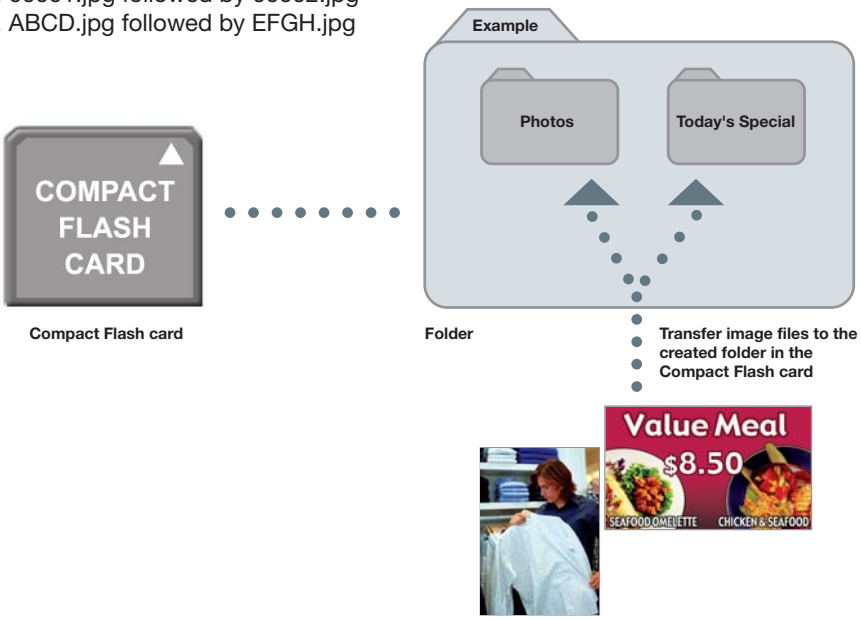
Setting up your images for display using the Compact Flash card

Play Direct – creating files for display with your PC

Simply create a folder in the Compact Flash card and move the desired image files to the folder.

To display images in a predetermined sequence, just name them in an alphabetical or numerical order.

i.e. 00001.jpg followed by 00002.jpg
i.e. ABCD.jpg followed by EFGH.jpg



Compact Flash card

Folder

Transfer image files to the created folder in the Compact Flash card

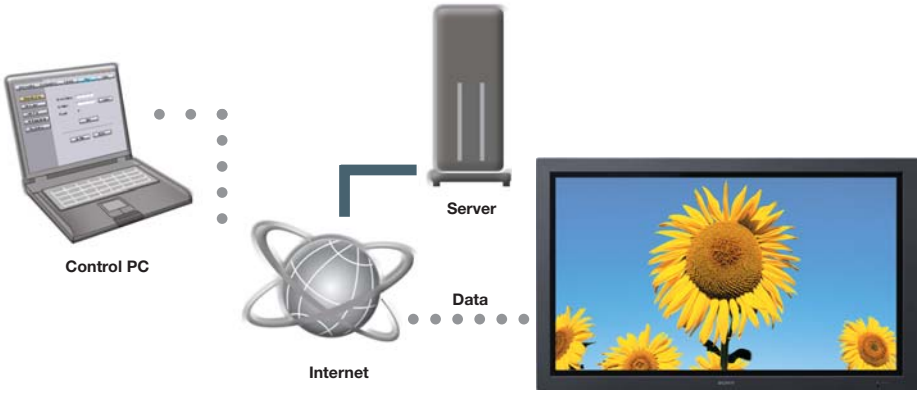
Chapter 3

Stream Direct – update information from your PC

What is Stream Direct?

By connecting the BKM-FW50 to your PC or network server via an Ethernet Cat-5 cable, you will be able to change content, schedule updates and more.

Uploads of content on display via Ethernet



Advantages of Stream Direct

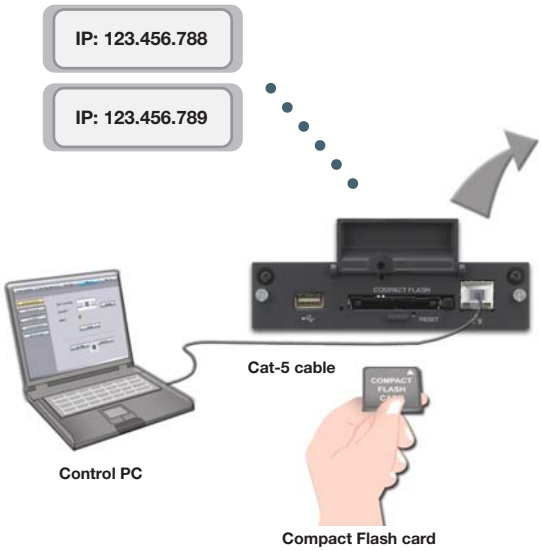
- Uploads on network server can be streamed via Ethernet and broadcast instantly on your Flat Panel Display.
- Just a single PC is needed to stream to mutiple displays to show simliar or even different content.
- With additional software, you may even present your PC's desktop activity over the Ethernet.

Who are the target customers for Stream Direct?

For example:

- Food and Beverages establishments
- Large scale retail outlets
- Private lounges

Stream Direct Setup



Sony's Flat Panel Display

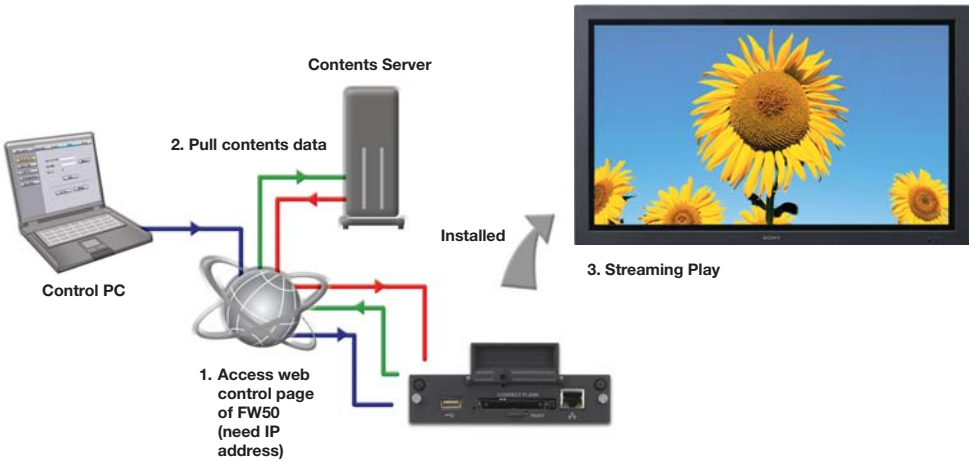
What do I need –

- Sony's Flat Panel Display
- BKM-FW50 Streaming Receiver Adapter
- A Windows PC with networking
- Web Browser
- Cat-5 cross cable
- A Compact Flash card or Compact Flash card adapter for other memory cards

How does it work?

- Connect the PC and BKM-FW50 with a Cat-5 cross cable.
- Acquire 2 fixed IP addresses for your BKM-FW50 from your ISP.
- Assign 1st IP address to BKM-FW50 for Monitor Control.
- Assign 2nd IP address on BKM-FW50 for streaming destination.
- Point to the correct directory on your PC.
- Start streaming (BKM-FW50 will extract content from your PC).

*Stream Play – play content from a network server**



1. Control PC sends a signal to the BKM-FW50

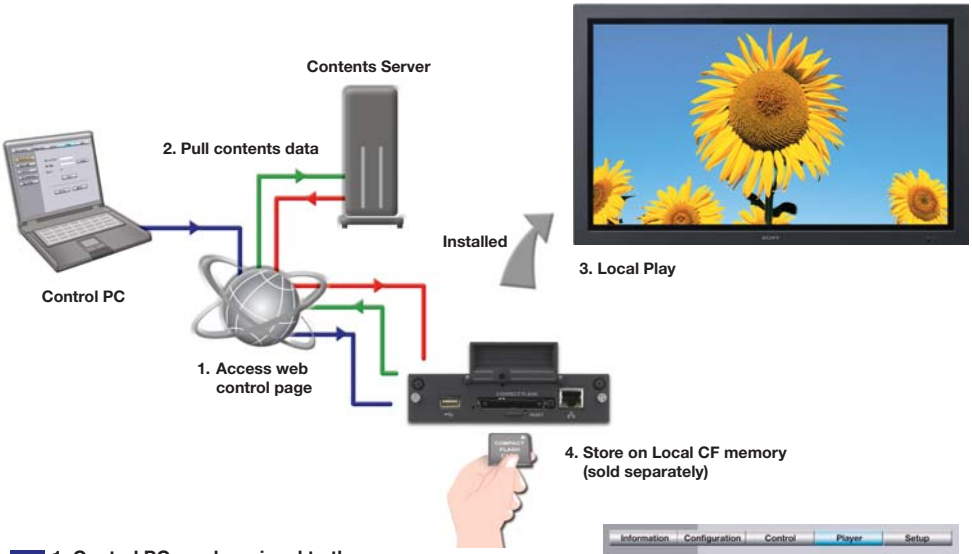
2. The BKM-FW50 then sends a signal to the Contents Server to retrieve the data

3. Data is streamed from the Contents Server to the BKM-FW50 for Streaming Play

BKM-FW50 web control page for "Streaming Play"

*** Cat-5 cable is required.**

*Store Local – store a file locally on the removable Compact Flash card for local play**

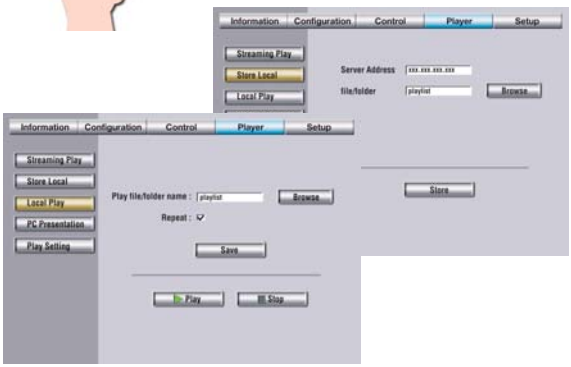


1. Control PC sends a signal to the BKM-FW50

2. The BKM-FW50 then sends a signal to the Contents Server to retrieve the data

3. Data streamed from the Contents Server is converted and stored on the Compact Flash card for Local Play

Store Local can be used with Stream Direct as well.

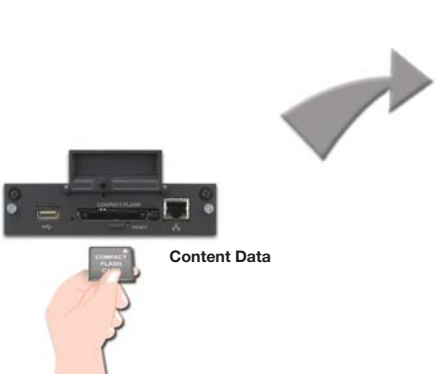


BKM-FW50 web control page for "Store Local"

*** Cat-5 cable is required.**

Local Play – play content from a local Compact Flash card

Content is played from the Compact Flash card directly where the content is

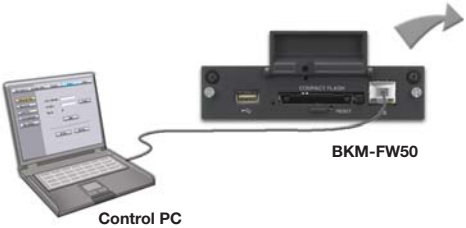


Content Data

Sony's Flat Panel Display

PC Presentation – expand the horizons of your meeting

PC desktop screens broadcast on display via Ethernet



BKM-FW50

Control PC

Sony's Flat Panel Display

With the use of additional software, PC screen content can be broadcast directly to the display.

Control Direct – control the functions and features of your Flat Panel Display with a remote PC

Control display's functions and features with remote PC

Control PC

Sony's Flat Panel Display

Updates of display status and system information via web browser over Ethernet

What is Control Direct?

By using a remote PC connected to the BKM-FW50 via the network or directly using a Cat-5 cable or a Cat-5 cross cable, you can schedule and set up your display for playback as well as obtain timely updates about its status and system information.

Compatible Formats

- Media: CF (Compact Flash) card, Microdrive
- File formats:

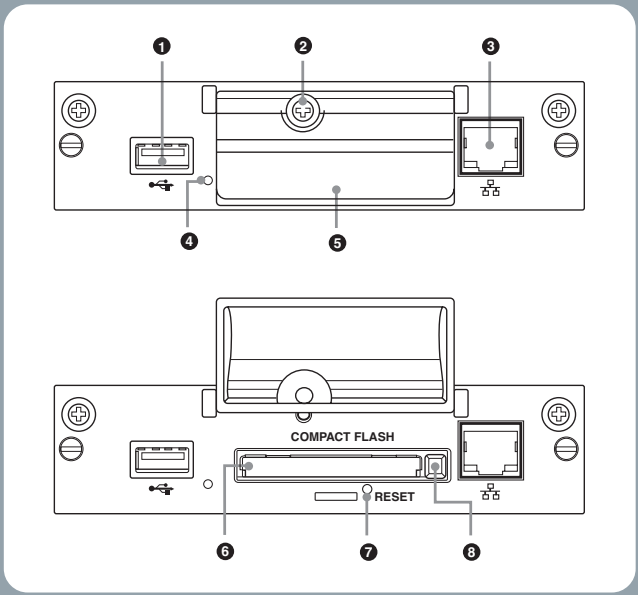
File Type	File Format	Extension
Still image * 640 x 480 – 2592 x 1944 ** recommended resolutions 1360 x 768, 1280 x 768, 1024 x 768 (LX1 series) 1024 x 768, 852 x 480 (PV1)	JPEG GIF PNG BMP	jpg, jpe, jpeg gif png bmp
Video	MPEG2 PS * up to 15Mbps ** 480p recommended *** audio in video : Linear PCM, MP2, MP3	mpg, m2v, mpeg
Audio	MP3	mp3

- Supported servers :
  The following Web/HTTP server formats are supported
  - Apache
  - IIS

Specifications

• **Input/output**	
Network	10BASE-T/100BASE-TX (Connection speed may vary depending on the network environment)
Memory card slot	CF Type II
USB	Type A
• **General**	
Dimensions (including projecting parts)	135 x 32 x 95 mm (53/8 x 15/16 x 33/4 inches) (w/h/d)
Mass	Approx. 300g (10.6oz)
Power consumption	Approx. 10W
Operating temperature	0 to 35℃ (32℉ to 95℉) (The ambient temperature at which you use the display unit with this device installed)
Storage temperature	-10℃ to 40℃ (14℉ to 104℉)
LED	indications Link (Green) / Act (Orange)
Cable length limit	Within 100m (Category 5)
Browser requirement	Internet Explorer version 6.0 or later

Connect Panel



1. USB port
   (The port will be used for expanded functions to be introduced in future and firmware updates)
2. Memory card slot cover fastening screw
3. Network connector (10BASE-T/100BASE-TX)
   (Serves to connect the unit to a network, using a 10BASE-T/100BASE-TX LAN cable)
4. CF card access indicator
   (Lights green when a CF (Compact Flash) card is being accessed)
5. Memory card slot cover
6. Memory card slot
   (Accepts a CF card)
7. RESET button
   (When pressed and held for more than 3 sec, all settings revert to the default condition)
8. Eject button
   (Press this button to remove the Compact Flash card)

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